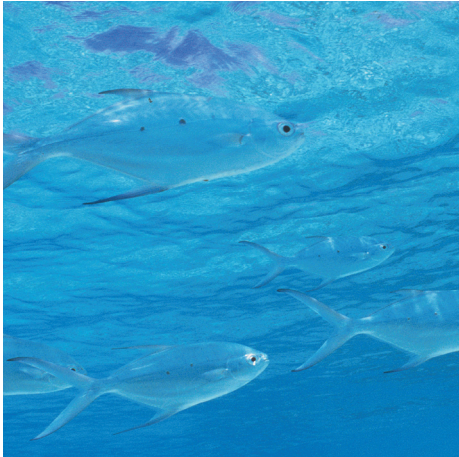


# Find NOAA Fisheries at the 2012 International Boston Seafood Show

Boston Convention and Exhibition Center, Boston, Massachusetts

March 11-13, 2012—Booth 175



## Monday, March 12, 9 AM—Room 153AB

Sam Rauch, Acting Assistant Administrator for Fisheries

### **Spotlight Address:** U.S. Achieves Monumental Goal for Sustaining Wild-Caught Seafood

Please join Sam Rauch, Acting Assistant Administrator of NOAA Fisheries, to discuss the implementation of science-based annual catch limits in all U.S. federally managed fisheries. This achievement marks a historic milestone in U.S. fisheries. The United States is the first country to make this level of commitment to its wild-caught fisheries. It has been a long evolving process that is reaping results across the country.

Come explore what this means to the seafood industry and how retailers and consumers can find the sustainability status of popular seafood species on NOAA's new FishWatch website—[www.fishwatch.gov](http://www.fishwatch.gov).



## Monday, March 12, 2 PM—Room 152

Steven Wilson, Chief Quality Officer, NOAA Seafood Inspection Program

### **Conference Panel:** Seafood Substitution: Efforts and Strategies to Eliminate Seafood Mislabeling and Fraud from the Marketplace



## Everyday—BOOTH 175

Chat with our expert staff from International Trade, Seafood Inspection, Enforcement, Aquaculture, and Communications.

**Check out the new and improved**

**[www.fishwatch.gov](http://www.fishwatch.gov)**

**Fresh facts. Smart seafood.**